

PLANS FOR RURAL PROGRESS CARAVAN - 1947
FEATURING "THE FARM AND HOME"

Michigan State College of Agriculture

Reserve

This plan is for the use of the county agent in developing the 1947 caravan. He is also expected to use his own initiative.

The Object.--To bring to the people of Michigan the importance of the home on the farm. Unless the farm is a paying proposition, the home must suffer. The successful operation of the farm is a requisite of an efficient and attractive home--hence the 1947 caravan will feature "The Farm and Home."

The Goal.--To present, in exposition style, to both the rural and urban folks of the Lower Peninsula of Michigan during January, February, and March of 1947, a "Rural Progress Caravan" which will demonstrate the importance of the home and how most effective living can be realized through coordinating the "home" with successful farm practices.

The Plan.--The 1947 caravan will feature 300 lineal feet of panel displays, models, photographs, and demonstrations from five home economics departments and 17 departments of the Agricultural Division. It is expected that from 12 to 14 specialists will be present for consultation with visitors. The caravan will show for one day in each county from 10:00 a.m. to 3:30 p.m.

The Cost.--This caravan is an extension project; therefore, the Extension Service bears the cost. (Last year the Emergency Farm Labor Program paid most of the expense.)

DIVISION OF RESPONSIBILITIES

A. Extension Service From Michigan State College

1. Twenty-two departments will prepare exhibits, models, and displays for the caravan.
2. The caravan will be transported to the show place by two or more trucks, which plan to unload at 8:00 a.m.
3. The Public Relations Department will furnish advance publicity direct to daily and weekly newspapers, and radio stations with general information. This department will also furnish specific information to county agricultural agents beginning about 1 month in advance of the caravan date for that county.
4. Specialists or representatives from practically all the departments will participate at each show.

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B. County Extension Service

1. A "County Caravan Committee" is needed to have general charge, preferably composed of a county agricultural agent, home demonstration agent, 4-H club agent, emergency farm labor assistant, and representatives of organizations such as Farm Bureau, Grange, Board of Supervisors, local newspaper, R. E. A., Farmer's Home Administration, S. C. S., Consumer's Power, Detroit Edison, local radio station, building concerns, and hardware dealers.
2. A "Place Committee," to locate suitable buildings, arrange for parking with highway and local officials, arrange for suitable signs for parking and entrances to building, arrange for clean-up of building the day before, determine the location of available outlets for loud speaker, flood lights, etc., and check fuse boxes to be sure that they will carry necessary load.
THE PLACE CHOSEN MUST BE HEATED!
3. A "Publicity Committee," to plan and assist in publicity to assure a good show and satisfactory attendance. Following are suggested channels for publicity: newspapers (possibly a special edition); radio interviews, talks, and spot announcements; circular letters to extension leaders (men, women, and 4-H Club), farm organizations, local builders, contractors, lumbermen, and carpenters, P-TA, Federal women's clubs, church organizations; hand bills (as at farm sales). Arrange to contact dinner clubs, school systems, county and city officials, and Highway Department officials to assure their cooperation.
4. A "Local Exhibit Committee," to arrange for local exhibits to fit the space available. See "Space Plan" attached. Suggested local exhibitors include selected farmers and homemakers; the Home Economics Council; 4-H Clubs. Any demonstration--as "Washing Separator" by 4-H team--must be carefully planned.
5. A "Lunch Stand Committee," to arrange with some group to serve lunches at caravan.
6. An "Unload-Load Committee," to supply five good men or boys who will be available from 8:00 a.m. to 10:00 a.m., and from 3:30 p.m. to 4:30 p.m.
7. A "Greeters Committee," to work on the day of the show to make different activities go off smoothly, especially to provide a doorman to give out hand-out sheets, and a person at the bulletin desk to assist in ordering bulletins on the check sheet. An important job for this committee is to arrange for suitable rest rooms in the building for women and for men. This committee can also give attention to special guests, notables, and officials, thus relieving the busy county extension crew and the caravaners.

THE CARAVAN DISPLAY

College

There will be about 80 panels (15 more than last year), so some caravan displays will usually have to be parked in the center area of the room. Subject material to be displayed by 22 college departments is outlined below. To back up the panel display of highlight points, there will be, in many cases, models and photographs.

Agricultural Economics - The Farm Price Outlook
 Agricultural Engineering - Fire Fighting; Running Water; Sewage Disposal; The Electric Load; Irrigation; Remodeling of Buildings
 Animal Husbandry - Home Slaughtering; Wrapping Meat for the "Frozen Locker"
 Botany - Plant Doctoring
 Dairy - The Milk House; Washing Milk Tools; Inheritance; Calf Raising
 Emergency Farm Labor - Management of Workers; The Farm Workshop; Housing for Help
 Entomology - Controlling Insect Pests in Home and Garden
 Farm Crops - Crops of Better Yield and Quality Through Research and Demonstration--Corn, Potatoes, Grain, Forage
 Farm Management - Work Simplification--Shortening the Chore Routes
 Forestry - Use of Native Lumber in Building
 4-H Club - Club Work Develops Good Homemakers, Good Farmers, and Good Citizens
 Home Economics - A Good Arrangement for the Farm Kitchen, Life-Sized: Good Lighting for Special Eye Tasks; A Practical Clothes Closet; The Children's Corner; Need for Iodine; Wrapping of Fruits and Vegetables for the "Frozen Locker"
 Horticulture - Around the Home--Vegetable Gardening, Floriculture, Landscaping
 Poultry - Saving Steps in Raising Poultry; Wrapping Poultry for the "Frozen Locker"
 Soils - Jack's Rebuilt Farm Rebuilds His Home (Changing Fields and Adopting Good Practices)
 Veterinary - Disease Prevention; Control of Mastitis (Garget)
 Utilities - Hints on Oil Paints--Care of the Brush and Paint, How To Apply Paint

Remodeling of houses and rooms will be demonstrated in connection with agricultural engineering. "Plan Now! Build Later!" are the key words in all remodeling projects. Of course, materials are hard to get! Of course, labor is high! But it is foolish to wait to demonstrate remodeling practices until buildings are under construction--now is the time to talk the practical pointers of change and of planning!

Publicity.--A display of bulletins and plans that help in improving the household and the farm. The plan of distribution will be the same as in 1946 caravan.

County
(A very valuable part of the show)

County displays will be the responsibility of the "County Committee." Such display should feature some phase of the home, the farmstead, or 4-H Clubs. Demonstrations may be given from the caravan platform (4' x 12'). Suggestions for county exhibits are given on the attached "Space Plan."

The number and size of local exhibits will depend on space available and suitability of local material available. In a show place 60' x 100', the area available for local exhibits will probably be about 900 sq. ft. in the center area. See "Space Plan" attached. In a room smaller than 60' x 100', the local display must be carefully planned to fit in!

NO COMMERCIAL exhibits are to be allowed.

DO NOT set up COUNTY DISPLAY until the caravan is set up!

PROGRAM FOR SHOW DAY

7:45 to 8:30 a.m. - Clearing floor area of building. (Do all possible clearing the day before.)

8:30 to 10 a.m. - 1. Setting up caravan.
2. Setting up county displays.
3. Arranging space and setting up any county demonstrations.

10 a.m. - Doors open to the public.

10 a.m. to
3:30 p.m. - Display of exhibits.
Demonstrations by extension specialists; by county folks.
Clinic, conducted informally by extension specialists.

3:30 p.m. - Doors closed to public.

3:30 to
4:30 p.m. - 1. Reloading caravan. (By caravan specialists
2. Cleaning up building. and truckers, county extension staff, county help.)

NOTES BASED ON 1946 CARAVAN EXPERIENCE

Specialists' Clinic.--There will be plenty of specialists on hand this year. Practically every department will be represented. (Criticism of 1946 was "too few specialists.")

Movies.--Do not have any. People will be busy just looking and talking.

Check Sheet.--Will be used again this year. BUT no bulletin will be listed that is not available for distribution.

Local Costs.--Must be borne by local folks. For example, any rental; any trucking.

Too big crowds spoil the seeing of the exhibits. The peak has been 1:30 to 3 p.m. One way to try to space the crowd would be to urge folks, by advertising, to come from 10 a.m. to 1 p.m. The smaller the show place, the more need to space the folks passing through.

Youth Handling.--Youngsters must be supervised by teachers or parents; should come in forenoon. Agriculture classes - invite students, with teacher, for forenoon.

Girls at Door.--Have your office girls dress warm--galoshes, etc. They usually have to be near the breezy entrance door. Report at 10 a.m. Need two people if farm account books are sold.

Lunch.--It is desirable that lunch be served for caravan visitors--about one-third of crowd buys. Simple concessions are desirable. Free feeds seem to make no definite increase in attendance. If held, free feeds should be arranged in another building.

Mechanics.--Parking needs attention! Building must be warm!

HELPFUL HINTS ON PLANNING FOR A SUCCESSFUL SHOW

It will take careful planning to make the show in your county the outstanding Extension Service event of the year. A working schedule is important. Lay out a plan of operation for the month ahead of the show.

Below is a sample work schedule, with the show being held the last part of the fourth week.

First Week

Hold staff conference and agree upon duties of staff.
Decide on and appoint necessary committees.
Prepare and release local news story announcing coming of show.
Arrange dates for meetings of committees.
Locate show building.
Mail floor plan of show building to Caravan Manager, M. S. C.
Prepare mailing lists.

Second Week

Hold progress report staff conference.
Prepare and release local news story featuring cooperating agencies and committees.

Make final plans for county exhibits and demonstrations.
Check up on building space and arrangements.

Third Week

Hold progress report of staff.
Prepare and release news stories featuring county participation.
Arrange for cooperative advertising to be placed to build up attendance.
Prepare and release circular letter to farmers urging them to hold a date aside to attend show.
Hold committee progress meetings.
Check list of county display material.
Arrange for work crew for day of show.

Fourth Week

The show is to be held this week.
Hold progress report of staff.
Prepare and release news story of show, featuring attendance.
Release cooperative advertising.
Prepare and release letter calling for attendance.
Call all exhibitors, giving details of when and where to appear on show day.
Check on building and equipment.
Check on working crew.
On show day - have working crew and staff at show building EARLY.

COORDINATING COLLEGE AND COUNTY ACTIVITIES

Read these suggestions carefully.

Keep letters from college about caravan on active file in front of you all the time.

Answer requests for information promptly.

A packet of news items and radio spots will be sent by Public Relations Department. Adapt these to your county and see that they get used.

Call through Caravan Manager, M. S. C., for needed assistance when necessary.

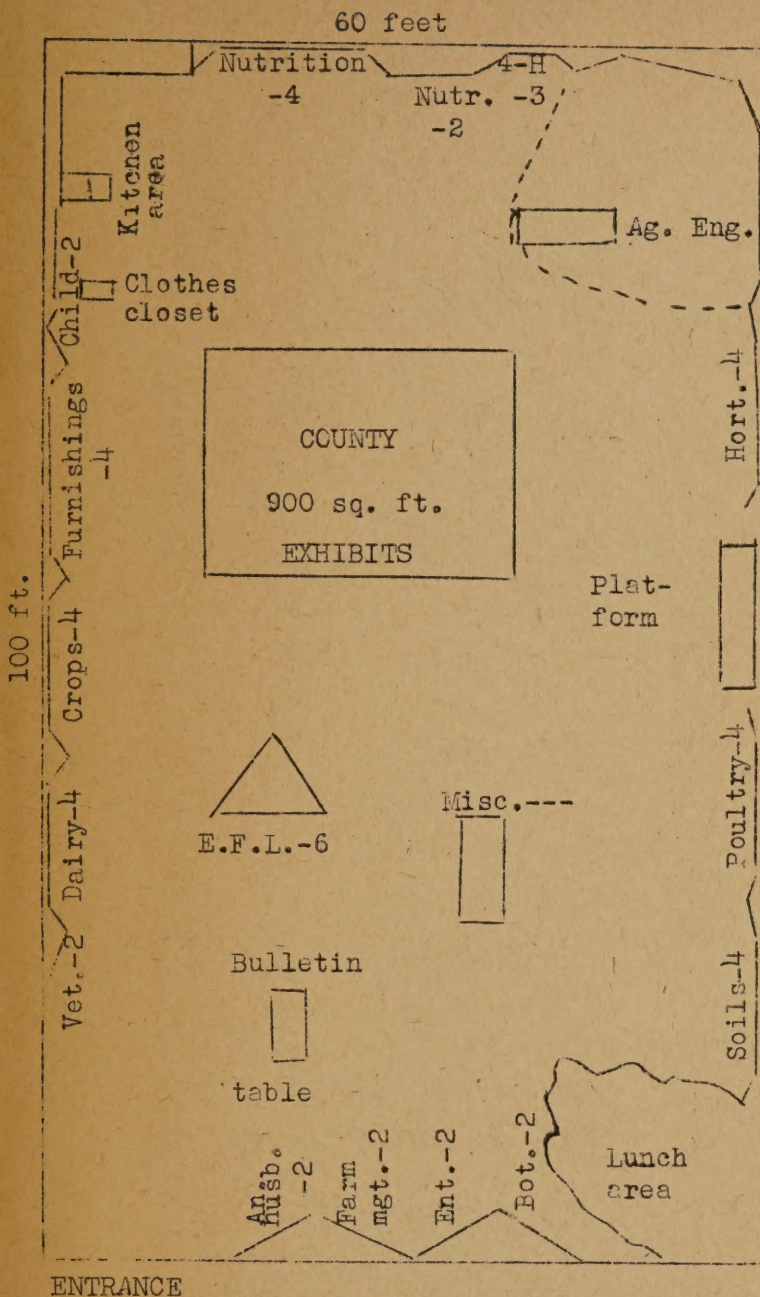
Have the county agent, assistant club agent, home demonstration agent, EFL assistants, and clerical force help freely in keeping program going smoothly.

Send in floor plans of exhibit to caravan manager, if not furnished the preceding year.

Have exhibitors present on day of show to answer questions.

Watch for future announcements and developments.

SPACE PLAN FOR CARAVAN SHOW



For a Room of 60' x 100'

This arrangement shows the placing of the college exhibits comprised of about 80 panels, the kitchen cabinets, and the platform. THE ABOVE SPACE MUST BE PROVIDED!

For the COUNTY EXHIBITS

About 900 sq. ft. is indicated. Naturally this space will vary as the showroom is larger or smaller than the 60' x 100'-room here platted.

All tables, etc., needed for local exhibits must be furnished locally.

Suggested COUNTY EXHIBITS

1. Display--on tables--small labor-saving devices, mostly of household, or "chore," variety.
2. Show by large county map the 4-H Club set-up and the home economics extension set-up, with samples of work turned out by these groups.
3. Exhibit quantities of 4-H Club handicraft, canning, etc. Same for home economics extension groups.
4. Exhibit of selected labor-saving machinery made by farmers. (Similar to the '46 caravan display.)
5. Demonstrations by 4-H Club teams.

A desirable county exhibit, since the theme of the caravan features the home on the farm, would be demonstrations by members of the county home economics extension groups, such as:

- Ironing a shirt with less motions.
- Repairing a spring unit cushion.
- Use of sewing-machine attachments.
- Testing a pressure cooker gauge.
- Cleaning a pressure cooker valve.
- Pressing wool.
- Saving time with pressing board and basting brick.
- "Unpacking" a good lunch.

